



# Communication Plan

V. Diane Woods, Dr.P.H., M.S.N.

*Project Director*

Melissa Duncan, Student Intern

*Media & Cultural Studies, UCR Psychology Department*

Magnolia Gonzalez, Student Intern

*Ethnic Studies, UCR Psychology Department*



**Calling all people of African ancestry**

*"For tomorrow belongs to the people who prepare for it today"*

*-African Proverb*

**June 1, 2010**

**California Department of Mental Health  
Reducing Disparities in Populations (CRDP) Project:  
African American Strategic Planning Workgroup**



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# Definition of Terms

Sharing a common language, speaking from the same page to facilitate communication

## Disparities

**Public Law (P.L.) 106-525 The Minority Health and Health Disparities Research and Education Act of 2000:** “Health disparity populations refer to a population where there is a significant [**difference**] disparity in the overall rate of disease incidence, prevalence, morbidity, mortality, or survival rates in the population as compared to the health status of the general population.”

Department of Health & Human Services, 2009

**Health inequality:** “differences in health status or distribution of health determinants between different population groups”

**Health disparity:** “significant differences closely linked to social or economic disadvantage”

**Healthcare disparity:** “racial or ethnic differences in quality of healthcare NOT due to access, clinical needs, preferences, or appropriateness”

**Health equity:** “attainment of the highest level of health for all people”

Department of Health and Human Services, 2010  
*The National Plan for Action to End Health Disparities*

## Strategic Planning

A disciplined effort to produce fundamental decisions and actions that shape and guide what organizations and communities will do, and why. This process requires the use of the best available information to make decisions now while considering future impact. Strategic planning requires broad scale information gathering, identification and exploration of alternatives, and an emphasis on future implications of present decisions. Strategic planning emphasizes assessment of the environment outside and inside the organization or community.

Kaleba, R. (2006, November). Strategic planning. *Healthc Financ Manage*, 60(11):74-78.

## African-centered Philosophy

The understanding, attitude of mind, logic, and perception behind the manner in which African peoples think, act, or speak in different situations of life... spiritual disposition, collective consciousness, unity...

Nobles, W. (1972) “African Philosophy: Foundations for Black Psychology.” In R.L.Jones (Ed.), *Black psychology* (pp. 18-32). New York: Harper & Row

## Ethnicity

Groups who share some cultural practices, or other ties to specific people, such as skin color, religion, language, customs, ancestry, occupational or regional features, common behavioral, environmental and other extrinsic factors

Satcher, D. and Pamies, R. *Multicultural Medicine and Health Disparities*. McGraw-Hill: New York, 2006.

Community

LGBTQ/Same gender loving

People of African **ancestry**

People of African **descent**

Africans

People within the **Diaspora**



## Overview

The African American Health Institute of San Bernardino County (AAHI-SBC)\* has over 100 partners. Keeping channels of communication open are critical to successful collaborations. A major form of AAHI-SBC communication is our website, [www.AAHI-SBC.org](http://www.AAHI-SBC.org).

Purpose of this Communication Plan is to outline the detailed methods of exchanging information about the *California Department of Mental Health Reducing Disparities in Populations (CRDP) Report Project*. As we start the CRDP Report Project, we must establish clear and accurate communications. Our aim is to ensure timely and effective communication to all of the individuals, teams, and sponsors involved with this project in an effort to share information so that decisions are made that will not cause harm or distress.

This document will serve as the basis for the planning and execution of all communication associated with this project and the AAHI-SBC. We discuss our internal and external communications and multiple methods used to share information. All communication will be based around the vision and strategic planning targets determined by the project.

<b>Project Start Date:</b>	March 1, 2010
<b>Project End Date:</b>	February 28, 2012
<b>Project Director:</b>	V. Diane Woods, Dr.P.H., M.S.N., AAHI-SBC President
<b>Project Staff:</b>	Nacole Smith, M.P.H., AAHI-SBC Program Coordinator Denise R. Hinds, Dr.P.H., AAHI-SBC Prevention Specialist Linda Williams, AAHI-SBC Office Assistant
<b>Project Office:</b>	African American Health Institute of San Bernardino County Medical Office Building, Suite 301 1800 Western Avenue San Bernardino, CA 92411
<b>Mailing Address:</b>	P.O. Box 12083 San Bernardino, CA 92423-2083
<b>Office Phone:</b>	(909) 880-2600
<b>Office Fax:</b>	(909) 880-2665
<b>Email:</b>	<a href="mailto:CorporateOffice@AAHI-SBC.org">CorporateOffice@AAHI-SBC.org</a>
<b>Website:</b>	<a href="http://www.AAHI-SBC.org">www.AAHI-SBC.org</a>

## Project Vision

To engage the collective wisdom of people of African ancestry living in the State of California to create a strategic plan to address mental and behavioral health issues within the population



## Communication Goals & Messages

**Goal 1:** To keep the Black population and general public updated on CRDP Report Project

**Goal 2:** To provide effective and efficient means to communication between project partners

**Goal 3:** To provide a method for the Black population to give input into CRDP Report Project

**Goal 4:** To increase project visibility in the mental health arena

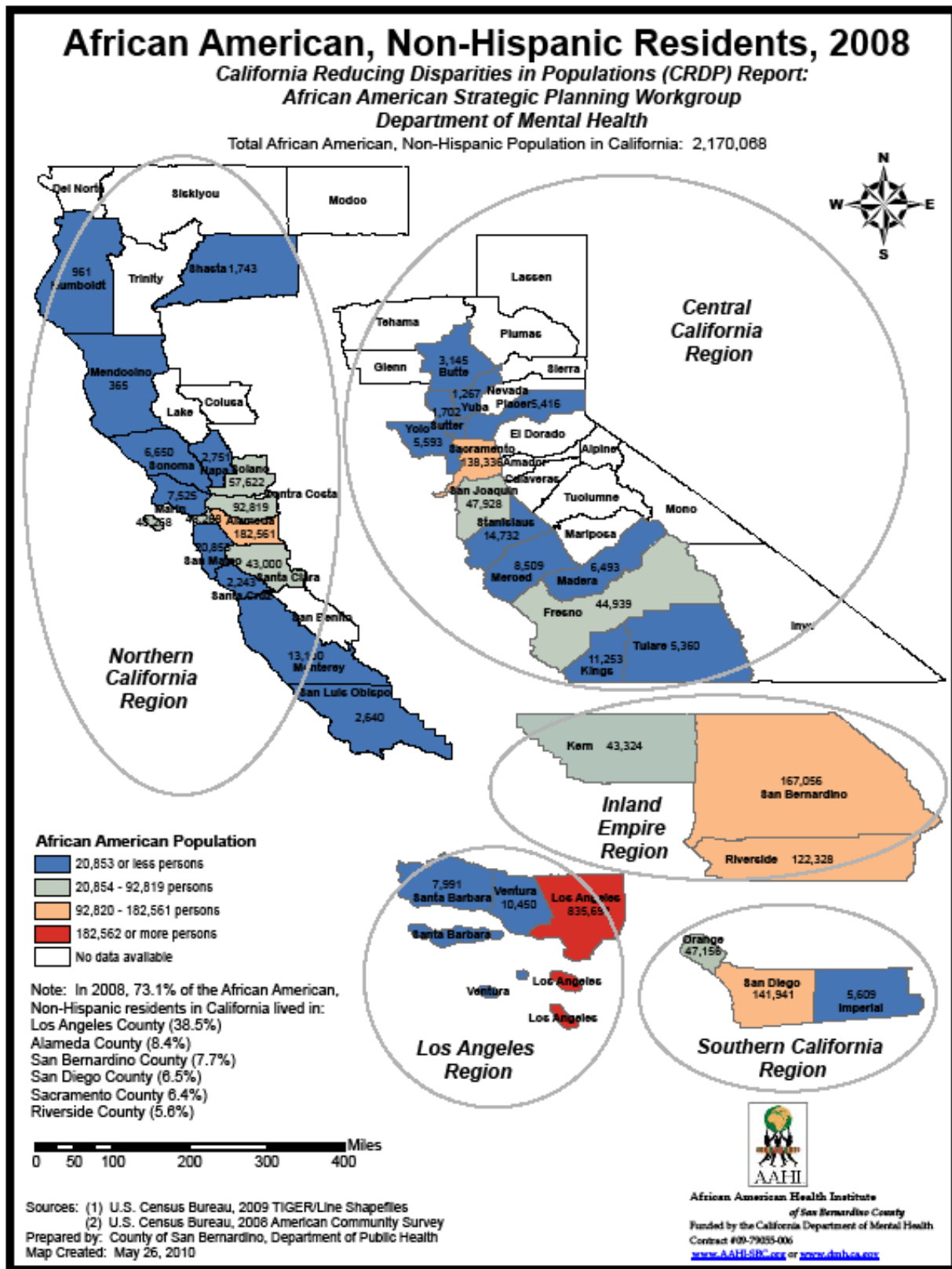
## Project Organization

The CRDP Report Project is a statewide effort. There are multiple diverse individuals and groups participating in this project from various geographical regions in California. AAHI-SBC project regions are Northern CA, Southern CA, Central CA, Inland Empire, and Los Angeles, see map, page 6. Clear roles and responsibilities are critical for project success. Project roles range from executive sponsors to the end-user. See roles and expectations below.

Key Roles	Expectations
<b>Department of Mental Health</b>	<ul style="list-style-type: none"> <li>• Ultimate project authority and responsibility</li> <li>• Provide timely project funds</li> <li>• Approves changes to project’s contract</li> </ul>
<b>African American Health Institute of San Bernardino County (AAHI-SBC)</b>	<ul style="list-style-type: none"> <li>• Project management</li> <li>• Project budget management</li> <li>• Final approval of project deliverables</li> <li>• Approve all project plans and constant monitoring of process</li> <li>• Provide official status reports on the project</li> <li>• Ensures resources for project’s success</li> <li>• Final decisions regarding project</li> <li>• Creates structure for project’s success</li> <li>• Ensure all project deliverables</li> </ul>
<b>AAHI-SBC Consultants</b>	<ul style="list-style-type: none"> <li>• Assist project lead organization</li> <li>• Provide expert content consultation</li> <li>• Consultant member of the Strategic Planning Workgroup</li> <li>• Actively participate in CRDP Report development &amp; project</li> </ul>
<b>Strategic Planning Workgroup (SPW)</b>	<ul style="list-style-type: none"> <li>• Actively participate in CRDP Report development &amp; project</li> <li>• Work within a group process</li> <li>• Keep all established timelines and due dates</li> <li>• Produce agreed upon product based on project’s needs</li> <li>• Respond to all project communications</li> </ul>
<b>People of African Ancestry</b>	<ul style="list-style-type: none"> <li>• Provide information to project</li> <li>• Represent the opinions and needs of their regions and groups</li> <li>• Participate in Focus Groups and other projects sessions</li> </ul>



# Project Regional Map





## Contact Information for Project Partners

AAHI-SBC Staff	Role	Contact
V. Diane Woods, DrPH, RN	Project Director	(909) 880-2600
Denise R. Hinds, DrPH	Prevention Specialist	(909) 880-2600
Nacole S. Smith, MPH	Program Coordinator	(909) 880-2600
Linda B. Williams	Office Assistant	(909) 880-2600
AAHI-SBC Consultants		
Daramöla Cabral, DrPH, PA	Utilization & Cultural Competency Consultant	(925) 969-3577
Stephanie Edwards, MPA	Southern CA Regional Consultant	(619) 933-5677
Valerie Edwards, LCSW	Northern CA Regional Consultant	(510) 482-6144
Reverend James C. Gilmer, MA	Los Angeles Regional Consultant	(805) 228-2386
Suzanne Hanna, PhD, MFT	Adolescent & Adult Mental Health Consultant	(915) 488-2596
Richard Kotomori, MD	Psychiatric Medicine Consultant	(951) 684-1944
Walter Lam	African Immigrant Health Consultant	(619) 286-9052
Edwards T. Lewis, MSW	Central CA Regional Consultant	(916) 278-7060
Temetry Lindsey, DrPA	Mental Health Provider Consultant	(909) 881-6146
Erylene Piper-Mandy, PhD	Psychological Anthropology Consultant	(310) 433-8632
Carolyn B. Murray, PhD	African-centered Psychology Consultant	(951) 317-7128
Wilma L. Shepard, LCSW	Inland Empire Regional Consultant	(951) 203-6935
Strategic Planning Workgroup Members		
Maceo Barber, MFT Intern	Consumer/Stakeholder Transitional Aged Youth	(530) 693-9194
Yewoubdar Beyene, PhD	Mental Illness in African People	(415) 502-5254
Marva M. Bourne, DMFT	Marriage and Family Therapy	(909) 825-6053
Gregory C. Canady	Consumer/Stakeholder	(530) 693-9194
Nancy Carter	Stakeholder/Provider, Mental Illness Services	(310) 850-9332
Gigi Crowder	Stakeholder/Provider, Behavioral Health Care Services	(510) 777-2118
Alemi Daba	Ethiopian Consumer/Provider, African Assist Services	(619) 794-2380
Terri Davis, PhD	Counseling Psychology	(925) 969-3410
Don Edmondson	Consumer	(213) 624-1732
C Freeman, MD	Psychiatry & Neurology	(323) 242-4503
Sabrina L. Friedman, EdD, NP-C	Nurse Psychotherapy	(951) 961-9374
Lawford L. Goddard, PhD	African-centered Sociology	(510) 836-3245
Tracie Hall-Burks, LCSW	Clinical Social Work	(916) 320-0532
Melvora (Mickie) Jackson, MPA	Stakeholder/Provider, Forensic MH Clinical Services	(707) 365-9921
Phyllis Jackson	Stakeholder/ Social Support	(619) 840-2291
Luvenia Jones	Consumer	(510) 654-6798
R. B. Jones	Consumer	(650) 630-1232
Bishop Ikenna Kokayi, MA	Stakeholder/ Ministerial Council	(619) 264-1213
Lana McGuire, ACSW	Social Work	(530) 828-3690
Gloria Morrow, PhD	Clinical Psychology	(909) 985-3773
Musa Ramen	Consumer	(805) 432-5491
Linda Redford, LVN	Consumer	(909) 474-9667
Daryl M. Rowe, PhD	African-centered Psychology	(310) 568-5600
Madalynn Rucker, MA	Provider/ Mental Illness & HIV/AIDS	(916) 285-1805
Essence Webb, ACSW	Clinical Social Work	(916) 874-4000
Doretha Williams-Flournoy, MS	Provider/ California Institute of Mental Health	(916) 556-3480



# Communication Audit

- Assessment of AAHI-SBC organizational communication capacity
  - ✓ Computer with Microsoft Word 2003-2007
  - ✓ Redesigned webpage dedicated to project
  - ✓ IT Consultant (Techs World Inc, John Feist [909] 289-7635; [john@techsworld.com](mailto:john@techsworld.com) )
  - ✓ Dedicated person to monitor web communications
  
- Assessment of DMH Native American, Asian/Pacific Islander, LGBTQ & Latino SPW’s communication capacity
  - ✓ Integration Process & Plan
  
- Assessment of African American Strategic Planning Workgroup members communication capacity
  - ✓ Computers
  - ✓ Internet access
  - ✓ Telephones

• Assessment of general Black population communication outlets by project regions

**Northern California Region**

**First Tier:** Alameda, Contra Costa, Solano, Santa Clara, San Francisco

**Second Tier:** San Mateo, Marin, Sonoma, Santa Clara, Monterey, Santa Cruz

**Third Tier:** San Luis Obispo, Shasta, Humboldt, Lake, San Benito

Company Name	Contact Information
San Francisco Bay View (newspaper)	Location: 4917 Third Street San Francisco CA 94124 Phone Number: (415) 671-0789 E-mail: <a href="mailto:editor@sfbayview.com">editor@sfbayview.com</a>
Berkeley Tri City Post (newspaper)	Location: Berkeley Tri-City Post 405 14 <sup>th</sup> Street, Oakland, CA 94612 Phone Number: (510) 287-8200
(KBLX 102.9 FM) (radio station)	Phone Number: (415) 284-1029 x213 Email: <a href="mailto:ajones@kblx.com">ajones@kblx.com</a>
(KCSM 91.1 FM) (radio station)	Location: 1700 West Hillsdale Blvd. San Mateo, CA, 94402 Phone Number: (650) 574-6586 Email: <a href="mailto:melanie@kcsm.net">melanie@kcsm.net</a>
(KISQ 98.1 FM) (radio station)	Location: 340 Townsend St. San Francisco, CA, 94107 Phone Number: (415) 947-5349 Email: <a href="mailto:kisslistenerservices@clearchannel.com">kisslistenerservices@clearchannel.com</a>
Metro Reporter Group	Location: 1791 Bancroft Avenue San Francisco, CA 94124 Phone Number: (415) 671-1000
Richmond Post	Location: 405 14 <sup>th</sup> Street, Suite 1215 Oakland, CA



**Central California Region**

Sacramento, San Joaquin, Merced, Kings, Tulare, Placer,  
Yolo, Sutter, Fresno, Butte, Yuba, Stanislaus

Company Name	Contact Information
CB Communications	E-mail: <a href="mailto:cbcommunications@ymail.com">cbcommunications@ymail.com</a>
California Black Chambers of Commerce	Website: <a href="http://www.calbcc.org/about_us.htm">http://www.calbcc.org/about_us.htm</a> Radio Station: KDEE-FM 97.7
Sacramento Observer	Location: 2330 Alhambra Blvd Sacramento, CA 95817 Phone Number: (916) 452-4781
The Bomb (KBMB 103.5 FM) (radio station)	Website: <a href="http://www.hot1035radio.com/">http://www.hot1035radio.com/</a> Location: KBMB 103.5, 1436 Auburn Blvd. Sacramento, CA 95815 Phone Number: (916) 646-4000
V-101.1 (KHYL 101.1 FM) (radio station)	Website: <a href="http://www.v1011fm.com">http://www.v1011fm.com</a> Location: 1440 Ethan Way, Suite 200 Sacramento, CA 95825 Phone Number: (916) 929-5325 Email: <a href="mailto:JeffMcMurray@clearchannel.com">JeffMcMurray@clearchannel.com</a>
Jammin' 102.5 (KSFM 102.5 FM) (radio station)	Website: <a href="http://ksfm.radio.com/">http://ksfm.radio.com/</a> Location: 280 Commerce Circle Sacramento, CA 95825 Phone Number: (916) 923-6800 Email: <a href="mailto:kamikaze@ksfm.com">kamikaze@ksfm.com</a>

**Los Angeles Region**

Los Angeles, Ventura, and Santa Barbara

Company Name	Contact Information
Black Voice News (Online Media)	Location: 4290 Brockton Avenue Riverside, CA, 92501 Phone Number: (951) 682-6070
Black Talent News	Location: P.O. Box 34899 Los Angeles, CA 90034-0899 Phone Number: (310) 203-1336
California Advocate	Location: 1555 E Street Fresno, CA 93706 Phone Number: (559)268-0941
Carson Bulletin	Location: 349 West Compton P.O. Box 4248 Compton, CA 90224



Central News Wave	Location: 1730 W. Olympic Blvd Los Angeles, CA, 90015 Phone Number: (323) 556-5720
Compton Bulletin	Location: Roland Hall Law Building 800 E. Compton Blvd. Compton, CA, 90221 Phone Number: (310) 635-6776
Firestone Park News/ Southeast News Press	Location: P.O. Box 19027A Los Angeles, CA 90019 Phone Number: (209) 441-0905
Herald Dispatch	Location: 4053 Marlton Ave Los Angeles, CA 90008 Phone Number: (323) 291-9486
Los Angeles Sentinel (newspaper)	Mailing Address: 3800 Crenshaw Blvd. Los Angeles, CA 90008 Phone Number: (323) 299-3800 E-mail: <a href="mailto:geninfo@lasentinel.net">geninfo@lasentinel.net</a>
Metro Reporter Group	Location: 210 S Spring Street Los Angeles, CA 90012-3710 Phone Number: (213) 346-0033
Our Weekly, L.A. Our Weekly, Antelope Valley Healthier You Magazine (Quarterly)	Contact: John Banks 8732 S. Western Ave Los Angeles, CA 90047 Phone Number: (909) 804-8012 E-mail: <a href="mailto:scorpio_1@live.com">scorpio_1@live.com</a>
Watts Star Review	Location: 4053 Marlton Avenue Los Angeles, CA 90008 Phone Number: (323) 291-9486
Wilmington Beacon	Mailing Address: 349 West Compton P.O Box 4248 Compton, CA 90224
Radio Free (KJLH 102.3 FM) (radio station)	Website: <a href="http://www.kjlhradio.com/">http://www.kjlhradio.com/</a> Location/Mailing Address: 161 N. La Brea Avenue Inglewood, CA 90301
Hot 92 Jamz (KHHT 92.3 FM) (radio station)	Website: <a href="http://www.hot923.com/main.html">http://www.hot923.com/main.html</a> Location: KHHT Los Angeles - HOT 92.3, 3400 W. Olive Ave. Suite 550 Burbank, CA 91505
KDAY (KDAY 93.5 FM) (radio station)	Website: <a href="http://www.935kday.com/">http://www.935kday.com/</a>



California State University, Long Beach (KKJZ 88.1 FM) (radio station)	Website: <a href="http://www.jazzandblues.org/">http://www.jazzandblues.org/</a> Location: Kjazz 88.1 FM, 1288 N Bellflower Blvd. Long Beach, CA 90815
The Wave (KTWV 94.7 FM) (radio station)	Website: <a href="http://947thewave.radio.com/">http://947thewave.radio.com/</a> Location: 94.7 The WAVE/ KTWV-FM 5670 Wilshire Blvd., Suite 200 Los Angeles, CA 90036 Phone Number: (323) 937-9283
Oran Z Liberation (87.7 FM) (radio station)	Website: <a href="http://www.orans.com">http://www.orans.com</a> Location: Liberation Radio Network c/o Oran Z Studios, 3742 W. Martin Luther King Jr. Blvd. Los Angeles, CA 90008 Phone Number: (323) 299-8829 E-mail: <a href="mailto:oranz@hotmail.com">oranz@hotmail.com</a>
Brown Memorial AME Church	Location: 1281 Sunset Blvd. Pasadena, CA, 91103
Brookins Community AME Church	Location: 4831 South Gramercy Place Los Angeles CA, 90062
First AME Church	Website: <a href="http://www.famechurch.org">www.famechurch.org</a> Location: 2270 S Harvard Blvd. Los Angeles, CA, 90018
Second Mt. Nebo Missionary Baptist Church	Location: 11118 South Yukon Avenue Inglewood, CA 90303
Morning Star Missionary Baptist Church	Location: 1334 E. 41 <sup>st</sup> Street Los Angeles, CA, 90011
Mt. Hebron Baptist Church	Location: 10219 S. Western Avenue Los Angeles, CA, 90047
Southside Bethel Baptist Church	Location: 10400 S. San Pedro Street Los Angeles, CA, 90003
Good Shepherd Baptist Church	Location: 510 W. 53 <sup>rd</sup> St Los Angeles, CA, 90037
Metropolitan Baptist Church	Location: 2283 Fair Oaks Ave. Altadena, CA, 91001
Second Baptist Church	Website: <a href="http://www.second-baptistchurch.com">http://www.second-baptistchurch.com</a> Location: 925 S. Shamrock Ave. Monrovia, CA, 91016
Greater Deliverance C.O.G.I.C	Location: 6741 West Boulevard Inglewood, CA, 90302



LastDay Gospel Church	Location: 4320 Atlantic Ave Bixby Knolls, CA, 90807
New Greater Canaan Church of God in Christ	Location: 5835 Brentwood Street Los Angeles, CA, 90003
New Paradise Church of God In Christ	Location: 11511 Herrick Ave Pacoima, CA, 91331
Sanctification Prophetic Ministries	Location: 31290 Palos Verdes Dr West Rancho Palos Verdes, CA, 90275
United Jurisdiction Convocation	Location: 3045 Crenshaw Blvd Los Angeles, CA, 90016
Deliverance C.O.G.I.C.	Location: 10730 Juniper St Los Angeles, CA, 90059
Deliverance Tabernacle	Location: 1299 Sunset Ave Pasadena, CA, 91103
Greater Harvest C.O.G.I.C.	Location: 114 Olive Ave Long Beach, CA, 90813
Joseph of Jacob United Church of God in Christ	Location: 16303 Orange Ave Paramount, CA, 90723
Lily of the Valley C.O.G.I.C.	Location: P.O. Box 9651 Long Beach, CA, 90810
Prayer Tower Church of God In Christ	Location: 8126 S Western Ave Los Angeles, CA, 90047
Robbins C.O.G.I.C.	Website: <a href="http://www.robbinsemorial-church.org">http://www.robbinsemorial-church.org</a> Location: 3868 W 54 <sup>TH</sup> St Los Angeles, CA, 90043
Rock of the Valley C.O.G.I.C.	Website: <a href="http://www.churchofgodinchrist.com">http://www.churchofgodinchrist.com</a> Location: 7722 Kester Ave Van Nuys, CA, 91405
The Light of the World	Location: 113 East Rosecrans Ave Compton, CA, 90221
Harper Chapel Christian Methodist Episcopal Church	Location: 12217 East Rosecrans Ave Norwalk, CA, 90650
WarrenChapel C.M.E. Church	Location: 1039 Elberon Street San Pedro, CA, 90731
Mount Pilgrim Missionary Baptist Church	Location: 400 South Santa Fe Ave Compton, CA, 90221
Faithful St. Mark Missionary Baptist Church	Location: 9502 S. Figuerora St Los Angeles, CA, 90003



Mount Elam Missionary Baptist Church c/o Emmanuel	Location: 7502 South San Pedro St Los Angeles, CA, 90003
First Missionary Baptist Church	Location: P.O. Box 194 Littlerock, CA, 93543
First Unity Missionary Baptist Church	Location: 10512 Wilmington Ave Los Angeles, CA, 90002
Magnolia Baptist Church	Location: 216 E. 31 <sup>st</sup> Los Angeles, CA, 90011
Mt. Zion Missionary Baptist Church	Location: P.O. Box 11219 Los Angeles, CA, 90011
Unity Missionary Baptist Church	Location: 7514 S. Broadway Los Angeles, CA, 90003
Greater Bethany Baptist Church	Location: 1001 W. 69 <sup>th</sup> St. Los Angeles, CA, 90044
Greater Philippiian Baptist Church	Location: 8859 S. Normandie Ave. Los Angeles, CA, 90044
Mt. Olive Second Miss Baptist Church	Location: 9401 Zamora Ave. Los Angeles, CA, 90002
New Heaven Miss Baptist Church	Location: 13233 Pinney St Pacoima, CA, 91331
New Holy Trinity Baptist Church	Website: <a href="http://www.hows.net/90221nhtbc">http://www.hows.net/90221nhtbc</a> Location: 1919 E. Compton Blvd. Compton, CA, 90221
Pilgrim's Hope Baptist Church	Location: 7016 Compton Ave. Los Angeles, CA, 90001
Roger Williams Baptist Church	Location: 1342 W. Adams Blvd. Los Angeles, CA, 90007
Second Baptist Church	Location: 1238 Westchester Pl. Los Angeles, CA, 90019
True Friendship Miss Baptist Church	Location 7901 S. Van Ness Ave. Inglewood, CA, 90305
Prayer Assembly Church of God In Christ	Location: 442 E. El Segundo Blvd. Los Angeles, CA, 90061

**Southern California Region**  
Orange, San Diego, Imperial



Company Name	Contact Information
The Monitor (newspaper)	Location: 4 North Euclid Avenue San Diego, CA 92105 Phone Number: (619) 266-0194 E-mail: <a href="mailto:sdmnews@aol.com">sdmnews@aol.com</a>
The San Diego Voice and View Point (newspaper)	Location: 1729 Euclid Avenue San Diego, CA 92105 Phone Number: (619) 266-2333 Editor: Dr. John Warren
The San Diego Voice	Location: 2508 Historic Decatur RD, STE 120 San Diego, CA Phone Number: (619) 325-0525 E-mail: <a href="mailto:info@voiceofsandiego.org">info@voiceofsandiego.org</a>
Laguna Niguel Presbyterian Church	Location: 30071 Ivy Glenn Dr Laguna Niguel, CA, 92677

There were also thirteen newspaper publications, eleven radio stations, six television stations, and thirteen other forms of media identified, but the media resources listed above are geared more towards our target audience.

**Inland Empire Region**  
San Bernardino, Riverside, Kern

Company Name	Contact Information
Dameron Communications	Phone Number: (909) 888-0017 E-mail: <a href="mailto:carl@dameroncommunications.com">carl@dameroncommunications.com</a>
The San Bernardino American News	Location: 14240 Street Andrews Drive., Suite 204 Victorville, CA 92392 Phone Number: (909) 889-7677 E-mail: <a href="mailto:samerisam1@earthlink.net">samerisam1@earthlink.net</a>  Mailing Address: P.O. Box 837 Victorville, CA 92393  Mailing Address: P.O. Box 7010 San Bernardino, CA 92411 Phone Number: (909) 889-7677
Black Voice News	Phone Number: (909) 888-5040 E-mail: Cheryl <a href="mailto:brown@blackvoicenews.com">brown@blackvoicenews.com</a>
Precinct Reporter Newspaper	Phone Number: (909) 889-0597 E-mail: <a href="mailto:news@precinctreporter.com">news@precinctreporter.com</a>



Westside Story Newspaper	Location: 577 N. "D" Street San Bernardino, CA Phone Number: (909) 384-8131 E-mail: <a href="mailto:mail@westsidestorynewspaper.com">mail@westsidestorynewspaper.com</a>
KGGI 99.1 FM (radio station)	Website: <a href="http://www.991kggifm.com">http://www.991kggifm.com</a> Location: 2030 Iowa Avenue # A Riverside, CA, 92507 Phone Number: (951) 684-1991
University of California, Riverside (KUCR 88.3 FM)	Website: <a href="http://www.kucr.org/">http://www.kucr.org/</a> Location/Mailing Address: KUCR Radio, University of California, Riverside, CA 92521 Phone Number: (951) 827-3737 E-mail: <a href="mailto:kucrinfo@kucr.org">kucrinfo@kucr.org</a>
Bakersfield News Observer (newspaper)	Location: 1219 20 <sup>th</sup> Street Bakersfield, CA 93301 Phone Number: (661) 324-9466

## Audiences

Our target audiences are six (6) groups:

- Project Partners
  - ✓ AAHI-SBC Staff
  - ✓ AAHI-SBC Consultants
  - ✓ African American Strategic Planning Workgroup (SPW) Members
  
- People of African ancestry in California refer to all:
  - ✓ African Americans
  - ✓ Continental Africans
  - ✓ Afro-Caribbean
  - ✓ Afro-Latinos
  - ✓ African other nationalities
  
- California Department of Mental Health (DMH)
- DMH: RD Strategic Planning Workgroups (4 SPW)
- DMH: CDRP Facilitator/Writer
- DMH: MHSA Multicultural Collaborative



## Tools

- Internet: Webpage
- Meetings and Conferences
- Radio
- Television
- Print Publications: Posters/Flyers
- Media that caters to the general Black population

### **Tailored Tools for Engaging the Black Population in Each Region**

- Flyer & Poster announcing the project, Appendix A, page 22
- Web page: general info, tracking project, and for input, Appendix B, page 23
- News ads, Appendix B, page 23
- Radio/TV Talk Shows & Community Meetings, Talking Points, Appendix C, page 24
- Black church bulletin announcements, Appendix A, page 22
- CD with project templates to customize information by regions and subpopulation groups

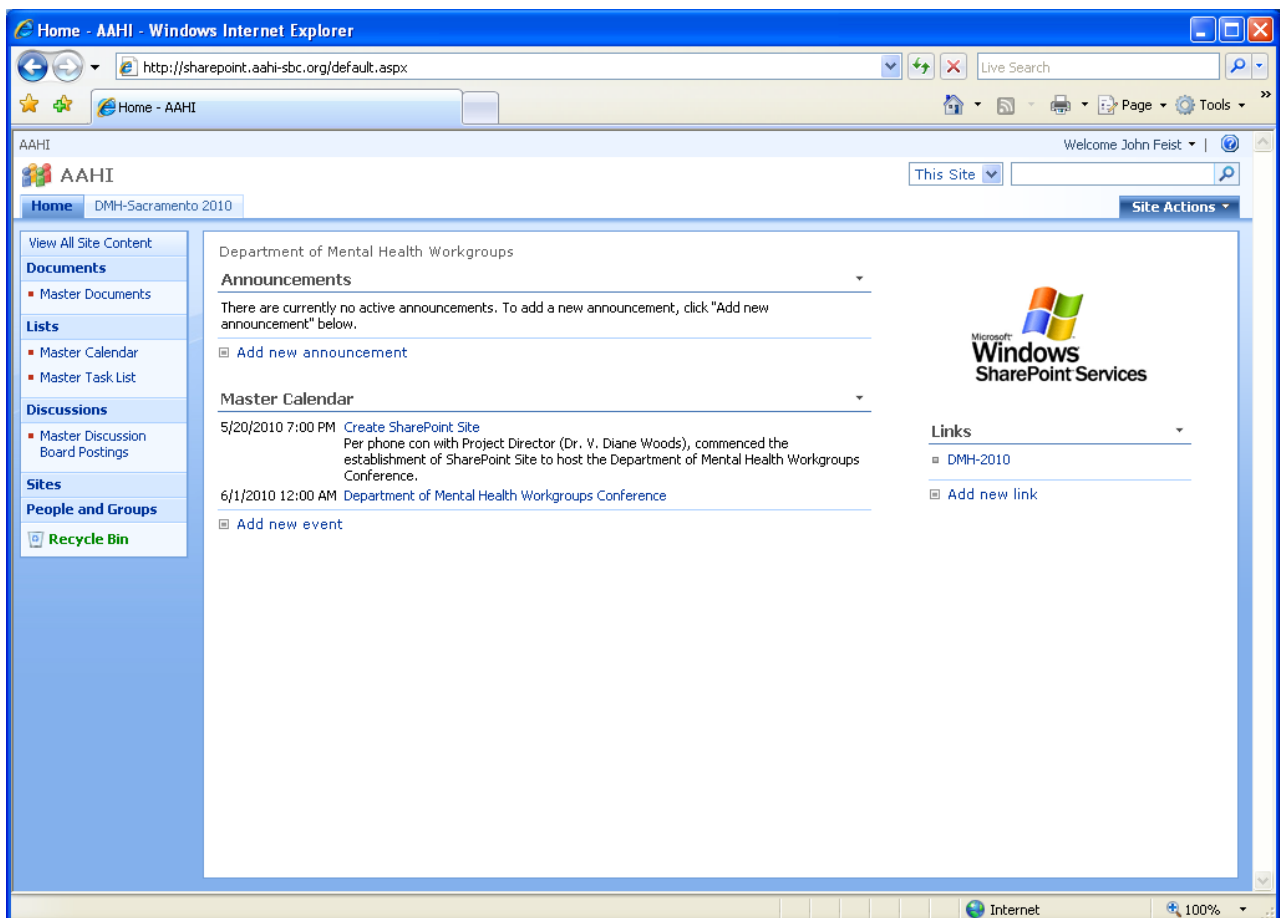
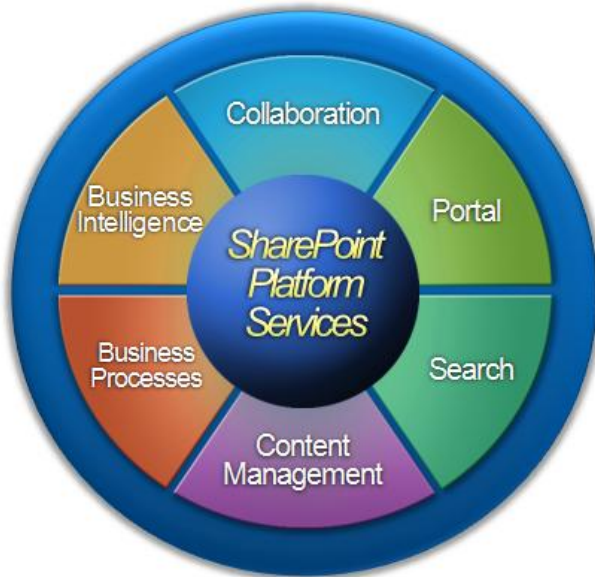
## Timetable

### **Project Partners**

- Planning Meetings AAHI-SBC staff & consultants - ongoing/varied
  - ✓ In-person
  - ✓ Telephone conference calls
  - ✓ E-mail
- Statewide SPW Convening Meetings
  - ✓ June 1, 2010, Sacramento, 2<sup>nd</sup> Quarterly planning meeting
  - ✓ October 2010, Sacramento, 3<sup>rd</sup> Quarterly planning meeting - African American Health and Mental Health Summit; Collaboration with California Black Social Workers Association, California African American Mental Health Providers, Office of the Patient Advocate; Edward Lewis, Co-Coordinator with Dr. Woods
  - ✓ 4<sup>th</sup> Quarterly Meeting - TBD - **DRAFT #2**
  - ✓ 5<sup>th</sup> Quarterly Meeting - TBD - **DRAFT #3**
  - ✓ 6<sup>th</sup> Quarterly Meeting - TBD
  - ✓ 7<sup>th</sup> Quarterly Meeting - TBD
  - ✓ 8<sup>th</sup> Quarterly Meeting - TBD



- Strategic Planning Workgroup (SPW)
  - ✓ **Web Online Meeting Center** (password access) – <http://SharePoint.AAHI-SBC.org/default>
    - Agendas, minutes, schedules, & data storage templates





- ✓ **Totally Free Conference Calls:** To register
  - Telephone conference calls – 1-507-726-4200
  - Participant pass code (131749) [#]
  - Moderator pin (131738) [#]
  - To Totally Free Conference replay number: 1-507-726-4220

### ***Instructions***

To begin conference: Notify participants of the dial in number (507) 726-4200, pass code, along with the date and time of the conference. All participants will call the same dial in number, and enter the same pass code followed by the #key. Press 1 to confirm pass code. The conference will begin in Interactive Mode (all participants will be able to talk). Participant keys can be used by all callers on the conference call.

### ***Entering access codes:***

The host of the conference should enter the Moderator Pin followed by the #key, and then press 1 to confirm the Moderator pin. Participants should enter the participant pass code provided to you followed by the #key. Press 1 to confirm pass code. Now you can begin conferencing!

### ***Record your conference***

To record your conference call: Enter your conference as a Moderator then press \*9 to record. The system will prompt you to enter a recording number followed by the pound key. At that point you can enter any number, up to 8 digits, for your filename. I suggest maybe the dates of your calls, i.e. 012009. IMPORTANT: there must be two participants in the conference for the recording to work. To stop the recording, press \*9 again or just hang up the speaker line.

### ***FREE replay line***

1. For participants to listen to your recording, dial (507) 726-4200
2. Enter the conference access code followed by the pound key
3. Then enter the recording number followed by the pound key that was used to record the call.

### ***FREE digital downloads***

You can access your conference call recordings immediately after your call has concluded. Download “wav” files of all your recordings. Simply log into our web portal and view all of your recordings for that month. Files are deleted after 30 days, so be sure to download your calls to your desktop within that time frame. **You’ll receive your download instructions via email.**



### ***User Guide - During the Conference***

#### **Moderator Commands:**

- Press \*2 - call count of participants
- Press \*3 - exit conference
- Press \*4 - help menu
- Press \*5 - presentation mode - mute all listeners
- Press \*6 - mute individual line
- Press \*7 - lock conference
- Press \*8 - entry tone options
- Press \*9 - record

#### ***Participant Commands:***

- Press \*3 - exit conference
- Press \*4 - help menu
- Press \*6 - mute individual line

### **California Department of Mental Health (DMH)**

- Project Director (Dr. Woods) is the official project point of contact with the DMH



**DMH: RD Strategic Planning Workgroups (SPW)**

- **Contacts:** C. Rocco Cheng, PhD **Asian & Pacific Islander SPW**  
Corporate Director of Prevention, and  
Early Intervention Services, Pacific Clinics  
13177 Ramona Blvd., Suite C  
Irwindale, CA 91706  
(626) 960-4020, ext. 208  
[rcheng@pacificclinics.org](mailto:rcheng@pacificclinics.org)

Sergio Aguilar-Gaxiola, MD, PhD **Latino SPW**  
Founding Director, UC Davis Health Center  
Center for Reducing Health Disparities  
2921 Stockton Blvd., Suite 1408  
Sacramento, CA 95817  
(916) 703-9211  
[sergio.aguilar-gaxiola@ucdmc.ucdavis.edu](mailto:sergio.aguilar-gaxiola@ucdmc.ucdavis.edu)

Daniel Gould, LCSW **Lesbian, Gay, Bisexual  
Transgender and Questioning  
(LGBTQ) SPW**  
Network Coordinator  
Equality California Institute  
2370 Market Street  
San Francisco, CA 94114  
(323) 661-2071  
[Daniel@eqca.org](mailto:Daniel@eqca.org)

Kurt Schweigman, MPH **Native American SPW**  
Native Vision Project Manager  
Native American Health Center  
3124 International Blvd.  
Oakland, CA 94601  
(510) 434-5421  
[KurtS@nativehealth.org](mailto:KurtS@nativehealth.org)

- Project Director (Dr. Woods) is the official project point of contact
- Project Integration Team: Stephanie Edwards, Lead >>>>>>>>> need a plan
  - ✓ Expectations of the integration process
  - ✓ Appropriate methods to integrate with other groups
  - ✓ Work according to established project timelines



### DMH: CDRP Facilitator/Writer

- Contractor: California Pan-Ethnic Health Network (C-PEHN)  
**Contact:** Ruben Cantu, Program Director  
654 13<sup>th</sup> Street  
Oakland, CA 94612  
Office: (510) 832-1160, ext. 301  
Fax: (510) 832-1175  
[rcantu@cpehn.org](mailto:rcantu@cpehn.org)  
[www.cpehn.org](http://www.cpehn.org)
- Project Director (Dr. Woods) is the official project point of contact
- Project Writing Team: Dr. E. Piper-Mandy, Lead >>>>>>>>> need a plan
  - ✓ Expectations of the written documents
  - ✓ All project written documents in APA format
  - ✓ Work according to established project timelines
  - ✓ Turn all CRDP Report **DRAFTS** in Microsoft Word documents

### DMH: MHSA Multicultural Collaborative

- Contractor: Racial & Ethnic Mental Health Disparities Coalition (REMHDCO)  
**Contact:** Stacie Hiramoto, MSW, Director  
1127 11<sup>th</sup> Street, Suite 925  
Sacramento, CA 95814  
Office: (916) 557-1167  
[shiramoto@mhac.org](mailto:shiramoto@mhac.org)
- Project Director (Dr. Woods) is the official project point of contact
- Project Representative: Edward Lewis
- James C. Gilmer, Member of REMHDCO
- Additional Representatives: need/want additional volunteers

## Evaluation of Communication Success

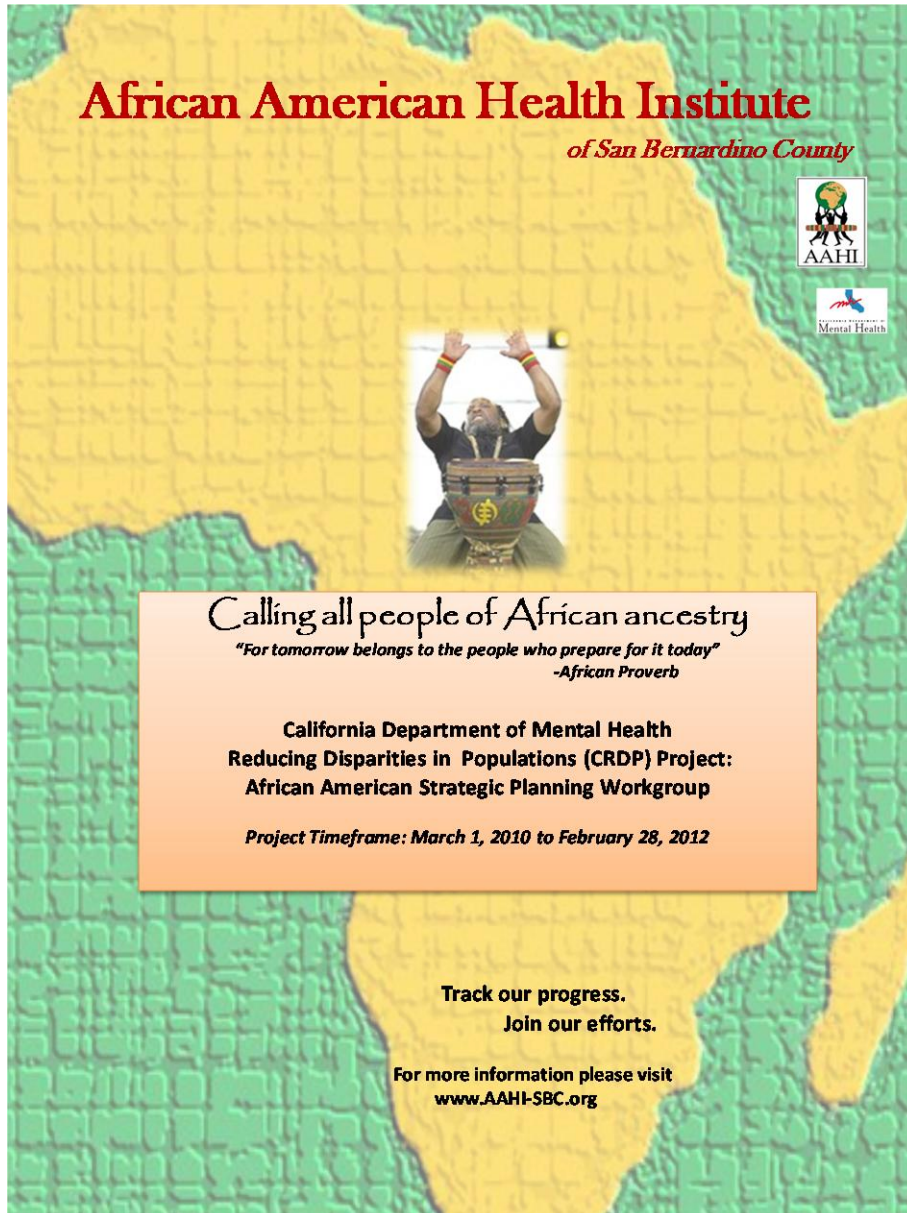
- On website visitors will be able to provide feedback about project
- At each partner meeting communication will be an agenda item to discuss impact
- Evaluation is ongoing, will serve to modify process to enhance success

\*In this project the terms Blacks and African Americans refer to all people of African ancestry



# Appendix A

## Flyer and Poster Announcing the Project




Flyer size: 8 x 10, hard stock paper

Poster size: 12 x 18, hard stock paper




# Appendix B

## News Ad/Webpage



**Be the change.  
Join our efforts.**



**CALLING ALL PEOPLE OF AFRICAN ANCESTRY**  
*"For tomorrow belongs to the people who prepare for it today"*  
 -African Proverb

**California Department of Mental Health  
 Reducing Disparities in Populations (CRDP) Project:  
 African American Strategic Planning Workgroup**

*Project Timeframe: March 1, 2010 to February 28, 2012*

Strength is in numbers.

United in empowering the community.



Working for you.

We want your input.

You have a voice. Share it.  
Be heard.



To track our progress and for more information please visit: [www.AAHI-SBC.org](http://www.AAHI-SBC.org)

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**California Reducing Disparities in Populations (CRDP) Project  
 African American Strategic Planning Workgroup**

*"For tomorrow belongs to the people who prepare for it today"*  
 -African Proverb

Drums are very symbolic and identifiable of the homeland that is continental Africa. They have been used for inter-tribal communication, signaling, meetings, dances, etc. and also to summon people for events such as weddings, births, and other important rites of passage events and social gatherings. Historically, drums have been used in terms of spiritual healing, and have had a spiritual basis from the start.



The djembe drum, for instance, is one of the most basic and most renowned drums. Originally it is said to be created by Mande blue-bonnet (Mandinka and Senuo people) in West Africa and its name means "everyone gather together" in the language of Mali's Bamana people. The spirituality of the drum is created starting from the construction of the drum, as many of these are made from trees and trees are symbolic of life as well as of a part of the spiritual who he that connects every dead and living thing on Earth according to African beliefs. Part of the drum-maker's spirit is within the drum as well as the drum player's spirit. Each unique drum has a spirit of its own, a voice of its own, a purpose of its own.

African people are spread throughout the world. We are a proud people, intelligent, creative, industrious, and a people who come together. We are known by our nationality, such as African American, Continent of African, Afro-Caribbean, Afro-Latino, Afro other nationalities, and many other countries of birth. There is one common thread: we all have African ancestors.

We the people of African ancestries in the State of California have summoned the "collective wisdom" of our people to address mental and behavioral health issues among our people in our state. These pages are dedicated to communicating information regarding the progress and outcome of our gathering under the California Reducing Disparities in Populations (CRDP) Support Project commissioned by the Department of Mental Health.

Page created May 2010

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**California Reducing Disparities in Populations (CRDP) Project  
 African American Strategic Planning Workgroup**

*"For tomorrow belongs to the people who prepare for it today"*  
 -African Proverb

**WORKGROUP MEMBERS**

Name	Community Affiliation
<i>Gregory C. Canady</i>	Consumer/Stakeholder African American Culture & Family Center
<i>Gigi Crowder, B.S.</i> Ethnic Services Manager	Stakeholder/Provider Social Justice Action Committee Behavioral Health Care Services
<i>Melvora "Mickie" Jackson, B.A., M.P.A.,</i> Post-Doctoral Candidate Forensic Mental Health Clinician	Stakeholder/Provider Forensic Mental Health Clinical Services
<i>Don Edmondson, AA, LACC</i>	Consumer Los Angeles County Client Coalition MH/SAAC Services Committee State DMH Client and Family Member Expert Pool
<i>Linda Redford, LVN</i> Psych Nurse	Consumer Grandmother raising 8 grandchildren Caretaker/elderly
<i>Luvenia Jones</i> Massage Therapist Health Educator	Consumer Bonita House, Inc., Governing Board of Directors Alameda County Mental Health Board POOL of Consumer Champions
<i>Musa Ramen (Darryll Cotton), AA</i> Field Technician-Xerox Corp	Consumer Life Skills Education and Vocational Inc. African American Reading Room



# Appendix C

## Radio/TV Talk Show & Community Meetings

### Project Talking Points

### Project Talking Points

**Introduction**

Greetings, my name is: \_\_\_\_\_

I am a member of the California Department of Health (DMH) California Reducing Disparities in Populations (CDRP) Report Project.

**What is the project?**

- A collaboration of the Department of Mental Health (DMH) in partnership with Mental Health Services Oversight Accountability Commission (MHSOAC), and in coordination with California Mental Health Directors Association (CMHDA) and the California Mental Health Planning Council
- A Strategic Planning Workgroup for African American populations is one of the awardees of the RFP released in 2009 to develop workgroups in five different population groups:
  - African American
  - Asian/Pacific Islander
  - Latino
  - LGBTQ
  - Native American
- The African American Health Institute of San Bernardino County (AAHI-SBC) was the successful awardees for the African American contract
- The African American workgroup is very inclusive of all People of African ancestry, which include, African American, Continental African, Afro-Caribbean, Afro-Latino, and African other nationalities depending on place of birth

For more information visit the AAHI-SBC website at [www.AAHI-SBC.org](http://www.AAHI-SBC.org)

Page 1

### Project Talking Points

**What is the purpose of the CDRP Report Project?**

- The focus is to write a statewide plan based on the needs of the population in partnership with a broad representation of the population group. The plan will focus on five areas related to mental and behavioral health problems:

1. *Reducing Disparities*
  - Identifying mental health disparities
  - Documenting and making recommendations
2. *Accessing Programs and Services*

*For example:*

  - Inventory of current programs and services by regions
  - Removing barriers to accessing programs and services
  - Clearly identifying access issues
3. *Identify focus areas for improved mental health outcomes*

*For example:*

  - Patterns of everyday life
  - Linkages of mental and bio-psychological
  - Assessment of trauma
  - Meaningful interventions
4. *Promoting effective relevant approaches and solutions*
  - As defined by the community
  - Culturally relevant and competent based on the people
5. *Supporting community participatory evaluation approaches*
  - African-centered metrics
  - Recommendations for appropriate methodologies and metrics

**How long is the project?**

- Two years

**Where will the project take place?**

- This is a California statewide project with focus on the community

**What are the expected outcomes?**

1. To improve mental & behavioral health outcomes for all people
2. To make sure different people groups get appropriate services
3. To create a more cost effective and efficient system of care

For more information visit the AAHI-SBC website at [www.AAHI-SBC.org](http://www.AAHI-SBC.org)

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